



**BUREAU OF NUTRITION  
AND HEALTH  
PROMOTION**

**Iowa Department of Public  
Health**

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# Health Promotion Programs



- Iowans Fit for Life
- Supplemental Nutrition Assistance Program-Education/Iowa Nutrition Network
- Iowa Health Reform Prevention & Wellness Initiatives
  - Governor's Council on Physical Fitness & Nutrition
  - Iowa Healthy Communities Initiative Grant Program
- Safe Routes to School I-WALK
- Communities Putting Prevention to Work: State & Territory Initiative

# Tools Guiding the Work



## Iowans Fit for Life Comprehensive Statewide Plan

[http://www.idph.state.ia.us/iowansfitforlife/common/pdf/state\\_plan.pdf](http://www.idph.state.ia.us/iowansfitforlife/common/pdf/state_plan.pdf)

## Recommended Community Strategies and Measurements to Prevent Obesity in the United States

# CDC DNPAO Principle Target Areas



- Increase consumption of fruits & vegetables
- Reduce the consumption of high energy dense foods
- Increase physical activity
- Decrease the consumption of sugar-sweetened beverages
- Increase breastfeeding initiation, duration and exclusivity
- Decrease television viewing



# Socioecological Model



# Individual



- **Pick a better snack & ACT classroom lessons**
  - Iowa Nutrition Network Program Evaluation
  - Iowans Fit for Life 2007-2009 Pilot Intervention Report
- **Iowa Healthy Communities Initiative Grant Program (Community Wellness Grants)**
  - School-based programs-CATCH, SWITCH
  - Community cooking classes
  - Better Choices; Better Health classes

# Interpersonal



- Live Healthy Iowa Kids/Governor's Challenge
- Pick a better snack & ACT parent newsletters
- Iowa Healthy Communities Initiative local coalitions
- Family Support Nutrition and Physical Activity Trainings

# Organizational



- Nutrition Environment Measurement Rating Scale-Vending (NEMS-V)
- Iowans Fit for Life Worksite Wellness Toolkit: Healthy Iowa Worksites
- Iowans Fit for Life Healthcare Provider Toolkit: Eat and Play the 5-2-1 way
- Pick a better snack & ACT Community-School Toolkit: An Apple a Day & Other Small Steps
- USDA HealthierUS School Challenge and the Iowa Governor's School Challenge



# Community



- Iowans Fit for Life Walkability Audit
- Low-cost Ways to Make Your Community Healthier
- Safe Routes to School I-WALK Program
- Iowa Healthy Communities Initiative Grant Program:
  - Trails, fitness machines for centers, playgrounds
  - Community gardens
- Healthy Iowa Awards: Governor's Council on Physical Fitness & Nutrition

# Society/Policy



- Baby-Friendly Hospital Initiative
- Limiting Television Time in Child Care Centers
- Iowa Healthy Communities Initiative Grant Program  
local policy changes:
  - School wellness policies
  - Using public buildings for after hours physical activity

# Community Measures of Success



- Iowa Healthy Communities Initiative Grant Program
- # of policy and environmental changes related to nutrition and physical activity

# Helping Us Do Better



- Reimbursing nutrition counseling services for obesity
- Increasing access to locally-grown fruits and vegetables
- Supporting built environments conducive to physical activity
- Incentivizing wellness for individuals and organizations
- Promoting supportive environments to promote breastfeeding
- Supporting motivational interviewing training for medical providers

# Our Goal



To make Iowa the Healthiest  
State in the Nation

Questions?

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